

## The Impact of Media

### Lesson Preparation

Daily Lesson 18	WRITING	
	TEKS	Ongoing TEKS
	E1.15D	
<b>Key Understandings and Guiding Questions</b>	<ul style="list-style-type: none"> <li>New and different perspectives can be communicated through media.</li> </ul> <p>— How does a multimedia presentation convey a viewpoint differently than a written essay?</p>	
<b>Vocabulary of Instruction</b>	<ul style="list-style-type: none"> <li>Multimedia</li> </ul>	
<b>Materials</b>	<ul style="list-style-type: none"> <li>Writer's Notebook (1 per student)</li> <li>Reader's Notebook (1 per student)</li> <li>Teacher Writer's Notebook (1)</li> <li><b>Exit Slips</b> from Daily Lesson 16</li> <li>Computer access</li> <li>Chart paper (if applicable)</li> </ul>	
<b>Attachments and Resources</b>	<ul style="list-style-type: none"> <li>Teacher Resource: <b>English I Unit 04 Reading Appetizer</b> (1)</li> </ul>	
<b>Advance Preparation</b>	<ol style="list-style-type: none"> <li>Prepare to display visuals as appropriate.</li> <li>Secure computer access as needed.</li> <li>Refer to: Teacher Resource: <b>English I Unit 04 Reading Appetizer</b>. Prepare accordingly.</li> </ol>	
<b>Background Information</b>	<p>This Instructional Routine partially assesses Performance Indicator: <i>"After reading a variety of expository texts on a campus, community, or state issue, produce a multimedia presentation of choice (e.g., documentary, class newspaper, docudrama, infomercial, visual or textual parodies, theatrical production) to convey a point of view on the issue. Include and cite textual evidence to support ideas, inferences, and conclusions. Present your project to the class."</i></p>	
<b>Teacher Notes</b>	<p>Encourage students to take advantage of the technology resources your school offers.</p> <p>This <b>Instructional Routine</b> may take more than one class period to complete. Plan accordingly.</p> <p>Remind students of the ongoing Independent Reading assignment for this Unit. The IR Book Page and related tasks should be finished prior to Daily Lesson 20.</p>	

### Instructional Routines

Daily Lesson 18	WRITING
<b>Duration and Objective</b>	<p>Suggested Duration: 50-60 min.</p> <p><u>Content Objective</u>: Students prepare a multimedia presentation of a campus, community, or state issue.</p>
<b>Mini Lesson</b>	<ol style="list-style-type: none"> <li>1. Reading Appetizer.</li> <li>2. Remind students to consider the following as they prepare their multimedia project: <ul style="list-style-type: none"> <li>• Intended audience is clear</li> <li>• Viewpoint on the issue is clear</li> <li>• Visual techniques enhance and support the viewpoint</li> <li>• Various graphics, images, data, etc. support the argument</li> <li>• Sound techniques are appropriate and enhance the presentation</li> </ul> </li> <li>3. Brainstorm with students types of multimedia presentations they may produce. Remind students of technology tools available to them.</li> </ol>
<b>Learning Applications</b>	<ol style="list-style-type: none"> <li>1. Students prepare their multimedia projects.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. <b>Exit Slips</b>: Students debrief the progress of their multimedia project with a <b>Quick Write</b> on the back of their note cards from Daily Lesson 16.</li> </ol>